End users have access to ever increasing data and choices. This creates an opportunity to exert greater control over their lives, but in reality this data ends up confusing end users and preventing them from taking control. The disconnect between data and control effectively prevents end users from making informed and smart decisions. 

**My Contracts** Page

1. Provides details of current utility plans including:
   - Usage: Monthly, Annually and Life of Account expenditures
   - Ranking: How this usage compares to similar accounts regionally and nationally

2. Provides details regarding alternative plans available.
   - How the new plan will impact forecast of costs, including early termination fees
   - How new plans will impact overall rankings
   - Forecasts will overlay actual data to reduce visual clutter

3. Template of “Ideas” Page
   - “My Contracts” page focuses on reducing costs
   - “My Ideas” page focuses on reducing usage
   - Forecasts on “My Ideas” page will be based on analytics of ROI of suggested purchases
   - Will also include Payback Period

Empower yourself. Take your utility bills out of the hands of the big companies and back into your own. Track and budget your expenses while also shopping for the right energy plan for you. The power to take action is in your hands now. Quick. Easy. Simple.

Our Solution

We propose to create a media platform that is a trusted source of easily understood information regarding the end user’s utility use. This platform will allow end users to finally capture the value in deregulated energy markets and also allow them to make better decisions regarding energy consumption patterns within their homes.

Your data, simplified.

### Behavior

How might we change consumer behavior around utilities?

<table>
<thead>
<tr>
<th>Problem Statement</th>
<th>Target Customers</th>
</tr>
</thead>
</table>
| End users have access to ever increasing data and choices. This creates an opportunity to need greater control over the use of energy. However, the increasing amount of data and choices makes it difficult for end users and preventing them from taking control.
| Self-reliants—13 percent | End users have access to ever increasing data and choices. This creates an opportunity to need greater control over the use of energy. However, the increasing amount of data and choices makes it difficult for end users and preventing them from taking control. |
| Social independents—18 percent | I like testing new technologies! |
| Cost-sensitives—22 percent | I look above all for the best financial rewards. |
| Service-centrics—18 percent | I want the best service for my family and me. |
| Traditionalists—15 percent | I prefer a familiar experience. |
| Tech-savvys—14 percent | I value convenience and efficiency. |

80% report - Technology that can completely automate the management of my electricity use.

[1] “Revealing the Values of the New Energy Consumer - Accenture end-consumer observatory on electricity management 2011” Data from 10,199 residential end customers in 18 countries.

Trust

Harness the value of information.

Value

UtilityBoss.com

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